Name: 
Function: 

Horizon 2020 Work Programme for Research & Innovation 2018-2020

H2020 Proposal Writing: Designing and structuring
Information for the trainer:

• Please use these slides as modular templates and adjust the thematic focus, length and exercises according to the needs and requirements of the event.

• For your preparation, you have received all information about the format and content of your presentation in the conference phone call with DLR (Natascha Lhortak/Liane Lewerentz) and the Project Officer in charge. In all cases of doubt please contact DLR.

• Your presentation slides require final approval by the Project Officer. Therefore, please send your adjusted presentation and draft exercises to DLR (Natascha Lhotak/Liane Lewerentz) at least 2 weeks in advance.

• Find more in the information sheet for trainers (sent to you when selected) and at the Int Service Facility Sharepoint.
Information for the trainer:

- This module contains:
  - Decoding a call text, preparation and submission of a competitive proposal (lessons learnt and best practices);

- You may use it e.g. in a long version for newcomers and at general info days, in shorter version for NCP trainings

- If you combine slides from different modules, please make sure, that there are no unnecessary redundancies.
Ice-breaker: Constellation exercise

3 aspects to consider:

- Organisation type, e.g. universities, SME, industries, research center, association, etc. (cluster formation)

- Motivation for participation (quantify your amount of motivation by selecting one of 4 corners)

- H2020 Experience – How many proposal have you prepared? (line-up with your colleagues according to the number of proposals from 0 to x)
It’s not sufficient to have an excellent idea ...

But it is important to organize the proposal preparation in an excellent way
We will talk about:

1. Basic Facts of proposal preparation
2. How to find a suitable call in the Participant Portal
3. Topic identification: decoding a call
4. Designing and structuring
5. Consortium building
6. Proposal drafting
1. Basic Facts of proposal preparation
12 facts you need to know about Horizon 2020 proposal preparation I

1. An overview of scheduled calls can be found in the respective work programme & on the „Funding Opportunities“ site of the Participant Portal

2. Proposal submission always in response to „calls for proposals“ only

3. Typically calls open on an annual basis

4. There is no one single date of all calls opening
12 facts you need to know about Horizon 2020 proposal preparation II

5. A call is at least open for 3 months (full proposal)

6. The majority of the calls for proposals are top down: topic descriptions describe very detailed what the planned project has to pursue

7. The structure of a proposal is fixed through a template

8. The proposal always consists of a part A and part B
12 facts you need to know about Horizon 2020 proposal preparation III

9. Proposal **structure** of Part B is oriented towards the evaluation criteria

10. **One-stage or two-stage** proposal submission (depends on the area)

11. **Online** proposal submission only

12. Time to grant in general max. **8 months**, thereof max. 5 month for evaluation
2. How to find a suitable call in the Participant Portal
Look for suitable calls in the Participant Portal

Horizon 2020

Horizon 2020 is the new EU funding programme for research and innovation running from 2014 to 2020 with a €80 billion budget. H2020 supports SMEs with a new instrument that runs throughout various funded research and innovation fields, enhances EU international research and Third Country participation, attaches high importance to integrate social sciences and humanities encourages to develop a gender dimension in project.

Cosme

Programme for the Competitiveness of Enterprises and SMEs (COSME) will run from 2014 to 2023, with a planned budget of €2.3bn. It will facilitate SME access to finance, create supportive environment for business creation, help small businesses operate outside their home countries and improve their access to markets.

Consumer Programme

The Multannual Consumer Programme 2014-2020 has a planned budget of 188 million EUR. It will support actions that ensure a high level of consumer protection, that empower consumers and that place the consumer at the heart of the internal market.
H2020 Funding Opportunities
Open, Closed, Forthcoming Calls for Proposals

Participant Portal Grant Management Services may be experiencing issues Thursday, 09.11.2017, between 10:00 and 22:00 (CET) and Friday, 09.11.2017 between 07:30 and 08:10 (CET).
We apologise for any inconvenience this may cause.

Calls for Proposals

- Horizon 2020
  - Excellent Science
    - European Research Council (ERC)
    - Future and Emerging Technologies (FET)
    - Marie Sklodowska-Curie Actions
  - Industrial Leadership
    - Leadership in enabling and industrial technologies (LEIT)
    - Information and Communication Technologies

Status: Calls with forthcoming topics, Calls with open topics

Sort by: Call title, Call identifier, Publication date

Funding Opportunities
- EU Programmes 2014-2020
  - Calls
- EIT & CIP Programmes 2007-2013
  - Calls
- Other Funding Opportunities
Call search – Identify your call

In addition to the search facilities, the full list of H2020 Calls can be found here.
Identify your topic!
**TOPIC:** Supporting microbiome coordination and the International Bioeconomy Forum

**Topic Identifier:** SFS 52-2018
**Publication date:** 27 October 2017
**Types of action:** CSA Coordination and support action
**Deadline/Model:** single stage
**Opening date:** 31 October 2017
**Deadline:** 13 February 2018 17:00:00
**Time Zone:** (Brussels time)

**Horizon 2020**
- Pillar Societal Challenges
  - Work Programme Year: H2020-2018-2020
  - Work Programme Part: Food security, sustainable agriculture and forestry, marine, maritime and inland water research and the bioeconomy
- Call: H2020-SFS-2018-2020
- Call budget overview

**Topic Description**

**Specific Challenge:**
Knowledge of the potential of microbial systems, or microorganisms, throughout the food chains, is seen as a promising means to ensure the sustainability of our food system. Although a number of relevant

**Topic conditions and documents**

1. **Eligible countries** described in Annex A of the Work Programme.
   A number of non-EU/non-Associated Countries that are not automatically eligible for funding have made specific provisions for making funding available for their participants in Horizon 2020 projects. See the

**Submission Service**

To access the Electronic Submission Service of the topic, please select the type of action that is most relevant to your proposal from the list below and click on the 'Start Submission' button. You will then be asked to confirm your choice of the type of action and topic, as these cannot be changed in the submission system. Upon confirmation you will be linked to the correct entry point.

To access existing draft proposals for this topic, please login to the Participant Portal and select the My Proposals page of the My Area section.
Search for Topics with an international dimension

You can search specifically for topics including an international dimension!

Funding Opportunities – Search topics – Open to the world
3. Topic identification: decoding a call
The idea behind this:

- Lisbon treaty, EU Strategy 2020
- Legal basis texts
- Horizont 2020
- Work programme 2018-2020
- Calls
- Topics
- Projects

- No time limit, respectively until 2020
- 7 years run-time
- Generally bieannual/triannual
- Generally annual calls
- Generally 24 - 60 months
In general each thematic part of Horizon 2020 has its own Work Programme part.
What information do thematic work programmes provide you with?

- Introduction
- Overview of the scheduled call(s)
- Description of the topics
- Call Key data:
  - Opening date, deadline
  - Indicative budget per Topic/Call
  - One-stage/two-stage procedure
  - Indicative date for evaluation outcome & grant signing
- Budget
Decoding a call text: Once you have found your topic

**Example: SFS-32-2018: Supporting microbiome coordination and the International Bioeconomy Forum**

**Specific challenge:** Knowledge of the potential of microbial systems, or microbiomes, throughout the food chains, is seen as a promising means to ensuring the sustainability of our food system. [...]  

**Scope:** Proposals should aim at a platform for collaboration and coordination across various microbiome-related research and innovation programmes, in Europe and worldwide, throughout the food systems and beyond, including both terrestrial and aquatic environments (e.g. linkages among microbiome related work in plants, animals, soils, marine and human health). [...]  

The Commission considers that proposals requesting a contribution from the EU in the range of EUR 3 million would allow this specific challenge to be addressed appropriately. Nonetheless, this does not preclude submission and selection of proposals requesting other amounts. [...]  

**Expected Impact:** In line with the EU Bioeconomy Strategy, in the short/medium term proposals will:

- Improve coherence and reduce the overlap between national and EU funding in microbiome research; reinforce collaborations and knowledge exchange with international networks to promote coherence and applicability of microbiomes; [...]  

**Type of Action:** Coordination and support action
Decoding a call text:

- **Specific Challenge**: introduces the problem/question at stake
- **Scope**: presents what exactly is expected to be done
- **Expected impacts**: lists what is supposed to be achieved
- Make sure that the proposal takes up every single task of the topic description
- Use the wording of the topic description in the proposal
- Do not ignore wording such as „and“, „should“, „recommended“ etc.
# Type of action

<table>
<thead>
<tr>
<th>Type of Action</th>
<th>Code</th>
<th>Minimum Conditions</th>
<th>Funding Rate</th>
<th>Typical Duration</th>
<th>Average EC Contribution</th>
<th>Aim</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research &amp; Innovation Action</td>
<td>RIA</td>
<td>≥ 3 legal entities from 3 MS/AC</td>
<td>100%</td>
<td>36-48 months</td>
<td>€ 2.0 - 5.0M</td>
<td>collaborative research projects</td>
</tr>
<tr>
<td>Innovation Action</td>
<td>IA</td>
<td>≥ 3 legal entities from 3 MS/AC</td>
<td>70%³</td>
<td>30-36 months</td>
<td>€ 2.0 - 5.0M</td>
<td>produce plans &amp; arrangements or designs for new, altered or improved products, processes or services</td>
</tr>
<tr>
<td>Coordination &amp; Support Action</td>
<td>CSA</td>
<td>1 legal entity</td>
<td>100%</td>
<td>12-30 months</td>
<td>€ 0.5 - 2.0M</td>
<td>accompanying measures (standardisation, dissemination, policy dialogues etc.) no research</td>
</tr>
<tr>
<td>MSCA⁴ (except Cofund)</td>
<td>MSCA</td>
<td>see separate factsheet</td>
<td></td>
<td></td>
<td></td>
<td>facilitate mobility of researchers for training &amp; career development</td>
</tr>
<tr>
<td>ERC Grants</td>
<td>ERC</td>
<td>in MS/AC</td>
<td>100%</td>
<td>60 months</td>
<td>Starting: ≤ € 2.0M</td>
<td>support excellent investigators and their research teams to pursue groundbreaking, high-gain/ high-risk research</td>
</tr>
<tr>
<td>Prizes</td>
<td>PRI</td>
<td>1 legal entity</td>
<td>n/a</td>
<td>n/a</td>
<td>variable; see respective topic</td>
<td>- recognise past achievements - induce future activities</td>
</tr>
<tr>
<td>SME Instrument</td>
<td>SME</td>
<td>1 SME in MS/AC</td>
<td></td>
<td></td>
<td>3 phases:</td>
<td>combination of demonstration activities (testing, prototyping, ...), market replication</td>
</tr>
<tr>
<td>Fast Track to Innovation</td>
<td>FTI</td>
<td>≤ 5 legal entities from 5 MS/AC</td>
<td>70%³</td>
<td>tbd</td>
<td>≤ € 3.0M</td>
<td>produce plans &amp; arrangements or designs for new, altered or improved products, processes or services</td>
</tr>
</tbody>
</table>

¹ Defined in the Work Programme.
² Additional conditions may be listed in the respective Work Programmes.
³ 100% for non-profit organisation (= any legal entity except companies)
⁴ MSCA = Marie Sklodowska Curie Actions

Source: [https://www.euresearch.ch](https://www.euresearch.ch)
2. Designing and structuring
Produce a first outline of your idea

> Write preliminary 2-3 pages about your:

> objectives
> target group
> major steps (work packages)
> intended consortium (countries, types of organisations)

> Internal reality check: Use it as a first base to discuss with potential partners

> External reality check: Consult with market actors – check their understanding and interest. Profit from their feedback to decide whether to take your idea forward
# How to write a convincing abstract

<table>
<thead>
<tr>
<th>Title/ACRONYM</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The aim of the proposal is to...</td>
</tr>
<tr>
<td></td>
<td>The key research question/challenge is to...</td>
</tr>
<tr>
<td></td>
<td>Conformity with the call and work programme.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Background/short description</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Why bother? What problem are you trying to solve?</td>
<td></td>
</tr>
<tr>
<td>• Is it a European priority? Could it be solved at National level?</td>
<td></td>
</tr>
<tr>
<td>• Is the solution already available?</td>
<td></td>
</tr>
<tr>
<td>• Why now? What would happen if we did not do this now?</td>
<td></td>
</tr>
<tr>
<td>• Why you? Are you the best people to do this work?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Results/impact</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Expected results - what will come out of the project? Who will use the results?</td>
<td></td>
</tr>
<tr>
<td>• Why do the people interested in the results should use the results?</td>
<td></td>
</tr>
<tr>
<td>• How are you planning the transfer of results?</td>
<td></td>
</tr>
<tr>
<td>• What will be changed? Post project situation</td>
<td></td>
</tr>
</tbody>
</table>
3. Consortium building
Design and invite your consortium

• Be selective – make an appealing choice!
• Stay consistent – keep to your objective & target group
• Do not cover the EU/world map artificially – make a fitting choice
• Explore alternatives early, but be ready to change plan – change/renounce a country if you do not secure THE right partner
• Keep your partners motivated - agree on a working method for the proposal phase, make a plan for their contributions
As you know...

In EU-collaborative funded projects, you need **at least three organizations from different EU Member States or Associated Countries**, after this minimum number you can involve **Third Countries**

But...
Keep in mind that it’s not just a matter of quantity but always of **QUALITY**!
Type of participation

- Coordinator
- Participant
- Third parties

Beneficiaries
The coordinator

The Coordinator is the only contact point between the Commission and the Consortium.

The Coordinator is the one who signs the GA with the Commission.
The coordinator

Tasks of the coordinator that cannot be delegated:

• monitor that the action is implemented properly
• act as the intermediary for all communications between the beneficiaries and the Commission
• request and review any documents or information required by the Commission and verify their completeness and correctness before passing them on to the Commission
• submit the deliverables and reports to the Commission
• ensure that all payments are made to the other beneficiaries without unjustified delay
• inform the Commission of the amounts paid to each beneficiary, when required under the Agreement or requested by the Commission
The Beneficiary

- Perform work, monitor, respond to consortium requests
- Identify the responsible person for the project
- Give all necessary information
- Participate to project meetings
- Contribute to the proper implementation of the action
- Comply with their own obligations under the GA and support the coordinator in his obligations
- Send all documents/information via the coordinator
Third Parties

Horizon 2020 distinguishes 4 basic types of third party support:

1) the purchase of goods and services
2) subcontracts
3) work done by “linked third parties”
4) third party contributions in-kind
4. Proposal drafting
Before you start... key documents

- **Work Programme**: background, topics and budgets

- **General annexes to the general Work Programme**: list of countries, eligibility and admissibility conditions, evaluation criteria and procedure, scoring and thresholds, etc.

- **Submission forms and templates**: essential forms and guides to draw up and submit your proposal

- **Guide to the submission and evaluation process**
“Good to have”- Documents

- Annotated Model Grant Agreement
- Eligible costs
- Management of IPR
- Open Access, Ethics
- Many examples and best practice solutions

- Desca Model Consortium Agreement
- Governance Structure of the project
- Dissemination and access rights to results
- Version with „elucidation notes“ and explanations available
Working with the right documents

„Nice to have“-Documents

- Ethics Guide
- Open Access Guide
- Guidelines on Data Management in H2020
- Communicating EU research and innovation guidance for project participants
- Project reporting templates
- Proposal Submission Service User Manual
- Annotated Model Grant Agreement
- H2020 online Manual

Guidelines exist for a number of proposal aspects!

Participant Portal

Official EU website

Strategic/political background documents
## Structuring the proposal – Part B

<table>
<thead>
<tr>
<th>1: Excellence</th>
<th>2. Impact</th>
<th>3. Implementation</th>
<th>4-5</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 1.1 Objectives</td>
<td>• 2.1 Expected impacts</td>
<td>• 3.1 Work plan – work packages, deliverables</td>
<td>• 4 Members of the consortium</td>
</tr>
<tr>
<td>• 1.2 Relation to the work programme</td>
<td>• 2.2 Misure to maximize impact</td>
<td>• 3.2 Management structure, milestones and procedures</td>
<td>• 4.1 Participants</td>
</tr>
<tr>
<td>• 1.3 Concept and methodology</td>
<td>• Dissemination and exploitation of results</td>
<td>• 3.3 Consortium as a whole</td>
<td>• 4.2 Third parties</td>
</tr>
<tr>
<td>• 1.4 Ambition</td>
<td>• Communication activities</td>
<td>• 3.4 Resources to be committed</td>
<td>• 5 Ethics and Security</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• 5.1 Ethics</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• 5.2 Security</td>
</tr>
</tbody>
</table>
Scientific Excellence: tips

Objectives

• Quantifiable and clear targets
• Formulated to maximize impact

Concept and Methodology

• Clear descriptions giving sufficient details while avoiding jargon
• Keeping it transparent, identifying data sources, assumptions and possible hurdles

Innovation potential and progress beyond the state of the art

• Describing the state of the art, including previous and ongoing projects and patents, and explaining how the project builds on and goes beyond the previous work
Impact: tips

Expected Impact

• Supporting the expected impact with quantifiable information
• Appropriate measurable indicators to convincingly demonstrate how the projects will contribute to all the expected impacts
• Justify the reasons for focusing on a specific area of the call and how this is reflected in the expected impacts

Exploitation, dissemination and Communication

• Explain how open access will be ensured
• Credibly describe exploitation and uptake beyond the project and how long-term sustainability is accomplished
• Clearly define the different target audiences, including media and public
Implementation: tips

Work plan and resources

- Activities and resources responding to the Type of Action, the challenge and methodology
- Clear and credible interactions and integration between WPs and partners, including for interdisciplinary work
- Linkage between responsibilities – tasks – deliverables – resources

Risk management

- Key risks covered and risk level indicated
- Effective mitigation measures and contingency plans

Management structure

- Clearly identified roles, composition and interaction of management and advisory bodies, including decision making
- Credible mechanisms for quality assurance and performance monitoring
Finish with the fine-tuning

The technical annex must give a detailed description of the project idea and work plan, which:

- divides the planned work into work packages,
- assigns the related responsibilities and resources within the consortium,
- sets out a project time schedule, main milestones and deliverables,
- describes the project management structure,
- describes the communication and exploitation plans.
Establish the budget

• Design your budget “bottom-up”

• Wait until the tasks are sufficiently specified and agreed – then design the budget

• Check consistency regularly while advancing on your Work Plan - share of resources, appropriate levels between partners, appropriate weight of man-months between major work steps

Define tasks

Estimate efforts needed (man-months of work)

Translate man-months into EUR
**TIMING: FROM OPEN CALL TO DEADLINE**

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st stage</td>
<td>Consortium meeting</td>
<td>5-6 months before deadline</td>
</tr>
<tr>
<td></td>
<td>Aim of the project, research question, distribution of work (Science, Management and Editors!!)</td>
<td></td>
</tr>
<tr>
<td>2nd stage</td>
<td>Homework</td>
<td>4-5 months before deadline</td>
</tr>
<tr>
<td></td>
<td>Proposal writing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(inputs from partners – WP leaders and coordinator!)</td>
<td></td>
</tr>
<tr>
<td>3rd stage</td>
<td>Preparation of first draft Proposal</td>
<td>3 months before deadline</td>
</tr>
<tr>
<td></td>
<td>First proposal draft</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(summarised by lead scientist and support service: science, impact, implementation)</td>
<td></td>
</tr>
<tr>
<td>4th stage</td>
<td>Core group meeting</td>
<td>3 months before deadline</td>
</tr>
<tr>
<td></td>
<td>IN or OUT</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Final agreement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(aim and research question, WP, timeline, outputs/deliverables, budget, etc.)</td>
<td></td>
</tr>
<tr>
<td>5th stage</td>
<td>Full proposal completion</td>
<td>Last two months</td>
</tr>
<tr>
<td></td>
<td>Proposal writing (including editing, proof read and external review)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Lead scientist, Support service, External experts)</td>
<td></td>
</tr>
</tbody>
</table>
Timeline: From idea to project

3 to 6 months

- Project idea
- Proposal writing
- Proposal submission
Timeline: From idea to project

Proposal Submission

Evaluation

First indication from EC

5 months
Timeline: From idea to project

First indication from EC

Grant Preparation

3 months

Grant Agreement
Timeline: From idea to project

Kick-off Meeting

3 to 5 years

Periodic Reports

Final Meeting
Timeline: From idea to project

Project Idea

4 to 6 years

Final meeting
Best practice for successful proposals: Become an evaluator yourself!

Register in the expert database in the Participant Portal:
Exercise Alphabete Challenge

The participants are divided into two groups.

Each group attempts to assign to each alphabet letter a keyword related to the module.

The game takes 15 minutes and the winner is the group that has used the highest number of letters.
Thank you!

#InvestEUresearch

www.ec.europa.eu/research

Participant Portal www